



Retail MarketPlace Profile

The Family Center @ Taylorsv...
5604 S Redwood Rd, Salt Lake City, UT, 84118
Drive Time: 3 minutes

Latitude: 40.64933
Longitude: -111.93913

Summary Demographics

2010 Population	12,959
2010 Households	4,410
2010 Median Disposable Income	\$49,323
2010 Per Capita Income	\$24,828

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$119,548,361	\$198,472,823	\$-78,924,462	-24.8	117
Total Retail Trade (NAICS 44-45)	\$101,919,909	\$164,504,908	\$-62,584,999	-23.5	77
Total Food & Drink (NAICS 722)	\$17,628,452	\$33,967,915	\$-16,339,463	-31.7	40

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$24,750,909	\$1,598,313	\$23,152,596	87.9	2
Automobile Dealers (NAICS 4411)	\$21,278,067	\$0	\$21,278,067	100.0	0
Other Motor Vehicle Dealers (NAICS 4412)	\$1,784,654	\$0	\$1,784,654	100.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,688,188	\$1,598,313	\$89,875	2.7	2
Furniture & Home Furnishings Stores (NAICS 442)	\$5,157,138	\$8,626,516	\$-3,469,378	-25.2	4
Furniture Stores (NAICS 4421)	\$3,822,283	\$6,832,126	\$-3,009,843	-28.2	2
Home Furnishings Stores (NAICS 4422)	\$1,334,855	\$1,794,390	\$-459,535	-14.7	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$2,440,060	\$1,596,665	\$843,395	20.9	6
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$3,740,787	\$828,043	\$2,912,744	63.8	5
Building Material and Supplies Dealers (NAICS 4441)	\$3,498,638	\$564,473	\$2,934,165	72.2	3
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$242,149	\$263,570	\$-21,421	-4.2	2
Food & Beverage Stores (NAICS 445)	\$17,054,937	\$46,459,813	\$-29,404,876	-46.3	9
Grocery Stores (NAICS 4451)	\$16,208,353	\$45,960,456	\$-29,752,103	-47.9	4
Specialty Food Stores (NAICS 4452)	\$458,812	\$499,357	\$-40,545	-4.2	5
Beer, Wine, and Liquor Stores (NAICS 4453)	\$387,772	\$0	\$387,772	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$1,304,257	\$7,686,009	\$-6,381,752	-71.0	7
Gasoline Stations (NAICS 447/4471)	\$16,058,768	\$26,213,373	\$-10,154,605	-24.0	4
Clothing and Clothing Accessories Stores (NAICS 448)	\$4,564,716	\$4,725,845	\$-161,129	-1.7	8
Clothing Stores (NAICS 4481)	\$3,865,680	\$3,977,355	\$-111,675	-1.4	5
Shoe Stores (NAICS 4482)	\$382,261	\$743,004	\$-360,743	-32.1	3
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$316,775	\$5,486	\$311,289	96.6	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,335,529	\$7,560,169	\$-6,224,640	-70.0	14
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$860,282	\$5,789,669	\$-4,929,387	-74.1	10
Book, Periodical, and Music Stores (NAICS 4512)	\$475,247	\$1,770,500	\$-1,295,253	-57.7	4

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

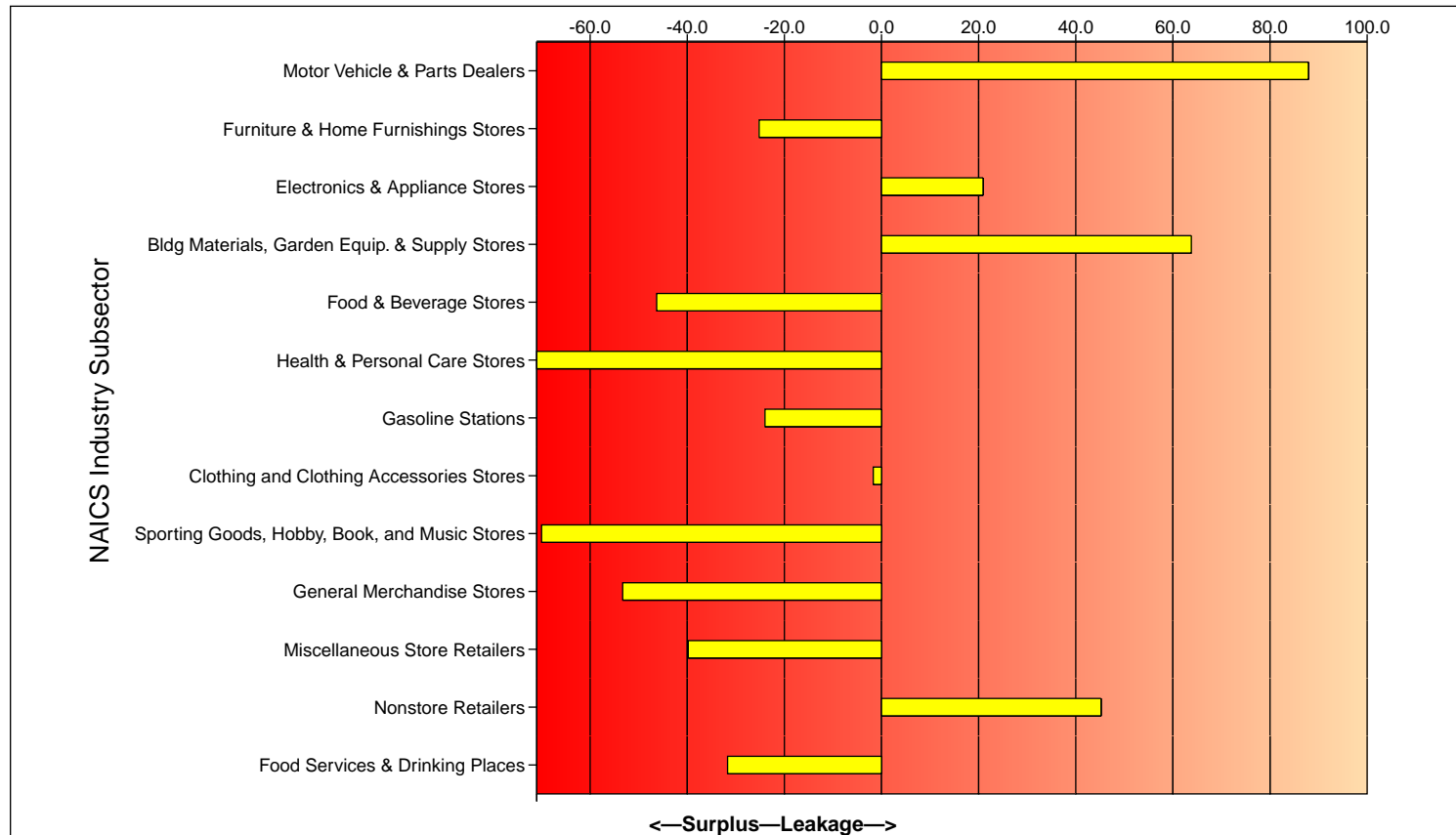
Sources: Esri and Infogroup

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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$15,823,132	\$52,013,594	\$-36,190,462	-53.3	5
Department Stores Excluding Leased Depts.(NAICS 4521)	\$4,576,894	\$38,401,666	\$-33,824,772	-78.7	3
Other General Merchandise Stores (NAICS 4529)	\$11,246,238	\$13,611,928	\$-2,365,690	-9.5	2
Miscellaneous Store Retailers (NAICS 453)	\$1,818,954	\$4,227,432	\$-2,408,478	-39.8	12
Florists (NAICS 4531)	\$164,999	\$363,174	\$-198,175	-37.5	5
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$492,985	\$816,627	\$-323,642	-24.7	2
Used Merchandise Stores (NAICS 4533)	\$54,247	\$76,533	\$-22,286	-17.0	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,106,723	\$2,971,098	\$-1,864,375	-45.7	4
Nonstore Retailers (NAICS 454)	\$7,870,722	\$2,969,136	\$4,901,586	45.2	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$4,462,854	\$2,969,136	\$1,493,718	20.1	1
Vending Machine Operators (NAICS 4542)	\$487,082	\$0	\$487,082	100.0	0
Direct Selling Establishments (NAICS 4543)	\$2,920,786	\$0	\$2,920,786	100.0	0
Food Services & Drinking Places (NAICS 722)	\$17,628,452	\$33,967,915	\$-16,339,463	-31.7	40
Full-Service Restaurants (NAICS 7221)	\$7,112,761	\$16,293,686	\$-9,180,925	-39.2	22
Limited-Service Eating Places (NAICS 7222)	\$8,188,324	\$17,323,784	\$-9,135,460	-35.8	16
Special Food Services (NAICS 7223)	\$1,264,764	\$350,445	\$914,319	56.6	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,062,603	\$0	\$1,062,603	100.0	0

Leakage/Surplus Factor by Industry Subsector

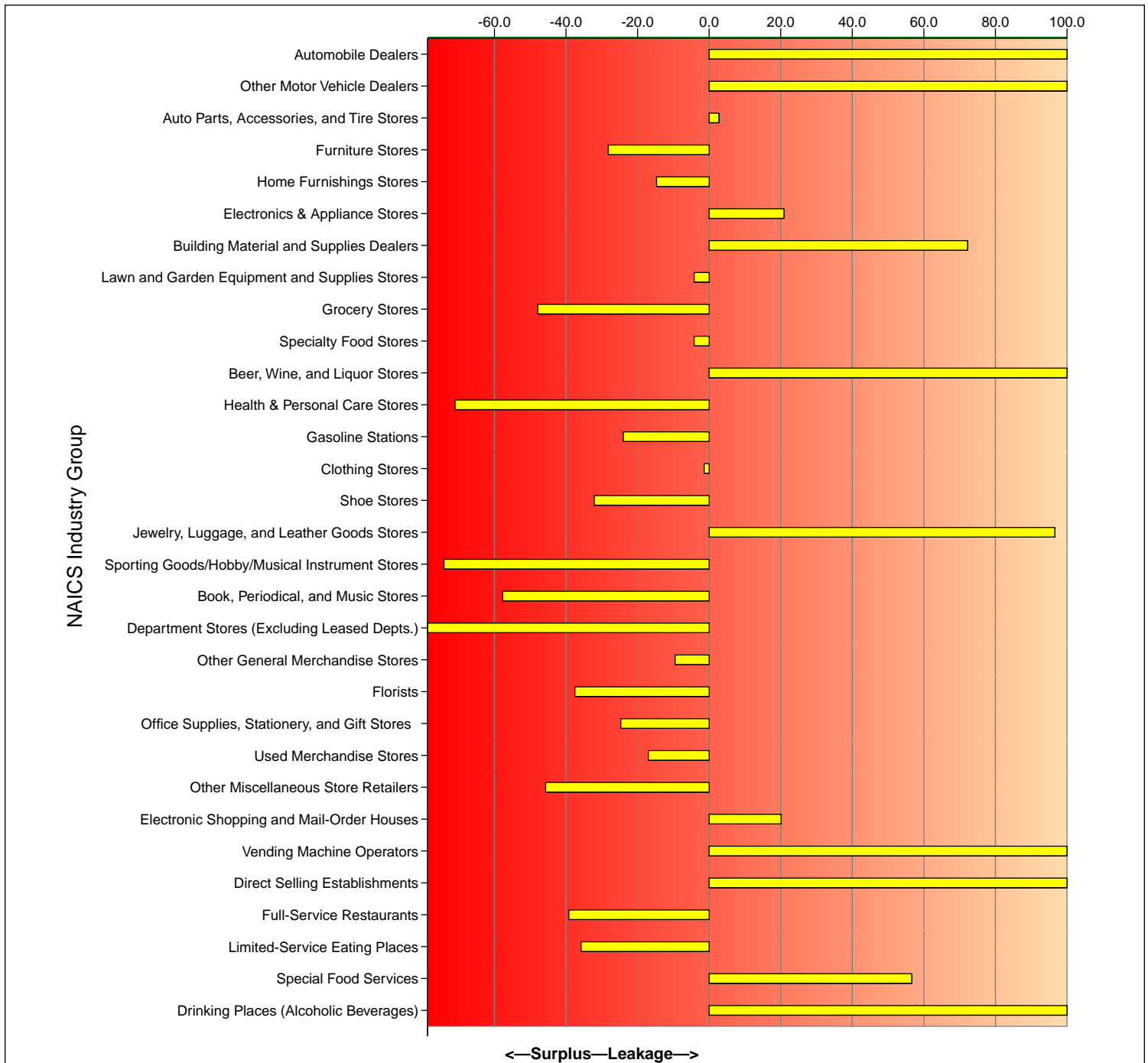


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Leakage/Surplus Factor by Industry Group



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Summary Demographics

2010 Population	65,877
2010 Households	21,630
2010 Median Disposable Income	\$50,821
2010 Per Capita Income	\$24,399

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$595,211,872	\$686,155,573	\$-90,943,701	-7.1	492
Total Retail Trade (NAICS 44-45)	\$507,823,729	\$587,576,480	\$-79,752,751	-7.3	374
Total Food & Drink (NAICS 722)	\$87,388,143	\$98,579,093	\$-11,190,950	-6.0	118

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$123,920,465	\$33,762,265	\$90,158,200	57.2	20
Automobile Dealers (NAICS 4411)	\$106,324,798	\$16,084,706	\$90,240,092	73.7	6
Other Motor Vehicle Dealers (NAICS 4412)	\$9,187,568	\$5,107,891	\$4,079,677	28.5	3
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$8,408,099	\$12,569,668	\$-4,161,569	-19.8	11
Furniture & Home Furnishings Stores (NAICS 442)	\$25,962,977	\$21,606,328	\$4,356,649	9.2	19
Furniture Stores (NAICS 4421)	\$19,228,806	\$14,743,709	\$4,485,097	13.2	8
Home Furnishings Stores (NAICS 4422)	\$6,734,171	\$6,862,619	\$-128,448	-0.9	11
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$12,179,592	\$5,095,292	\$7,084,300	41.0	18
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$19,155,434	\$10,192,428	\$8,963,006	30.5	38
Building Material and Supplies Dealers (NAICS 4441)	\$17,915,503	\$8,876,047	\$9,039,456	33.7	30
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,239,931	\$1,316,381	\$-76,450	-3.0	8
Food & Beverage Stores (NAICS 445)	\$84,376,096	\$118,340,196	\$-33,964,100	-16.8	40
Grocery Stores (NAICS 4451)	\$80,191,399	\$115,969,019	\$-35,777,620	-18.2	26
Specialty Food Stores (NAICS 4452)	\$2,269,111	\$1,708,578	\$560,533	14.1	13
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,915,586	\$662,599	\$1,252,987	48.6	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$6,484,635	\$20,830,406	\$-14,345,771	-52.5	31
Gasoline Stations (NAICS 447/4471)	\$79,613,618	\$79,377,848	\$235,770	0.1	16
Clothing and Clothing Accessories Stores (NAICS 448)	\$22,675,649	\$56,242,791	\$-33,567,142	-42.5	75
Clothing Stores (NAICS 4481)	\$19,198,093	\$46,561,185	\$-27,363,092	-41.6	50
Shoe Stores (NAICS 4482)	\$1,889,111	\$4,392,973	\$-2,503,862	-39.9	11
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,588,445	\$5,288,633	\$-3,700,188	-53.8	14
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$6,649,911	\$22,616,520	\$-15,966,609	-54.6	47
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$4,305,868	\$18,176,813	\$-13,870,945	-61.7	38
Book, Periodical, and Music Stores (NAICS 4512)	\$2,344,043	\$4,439,707	\$-2,095,664	-30.9	9

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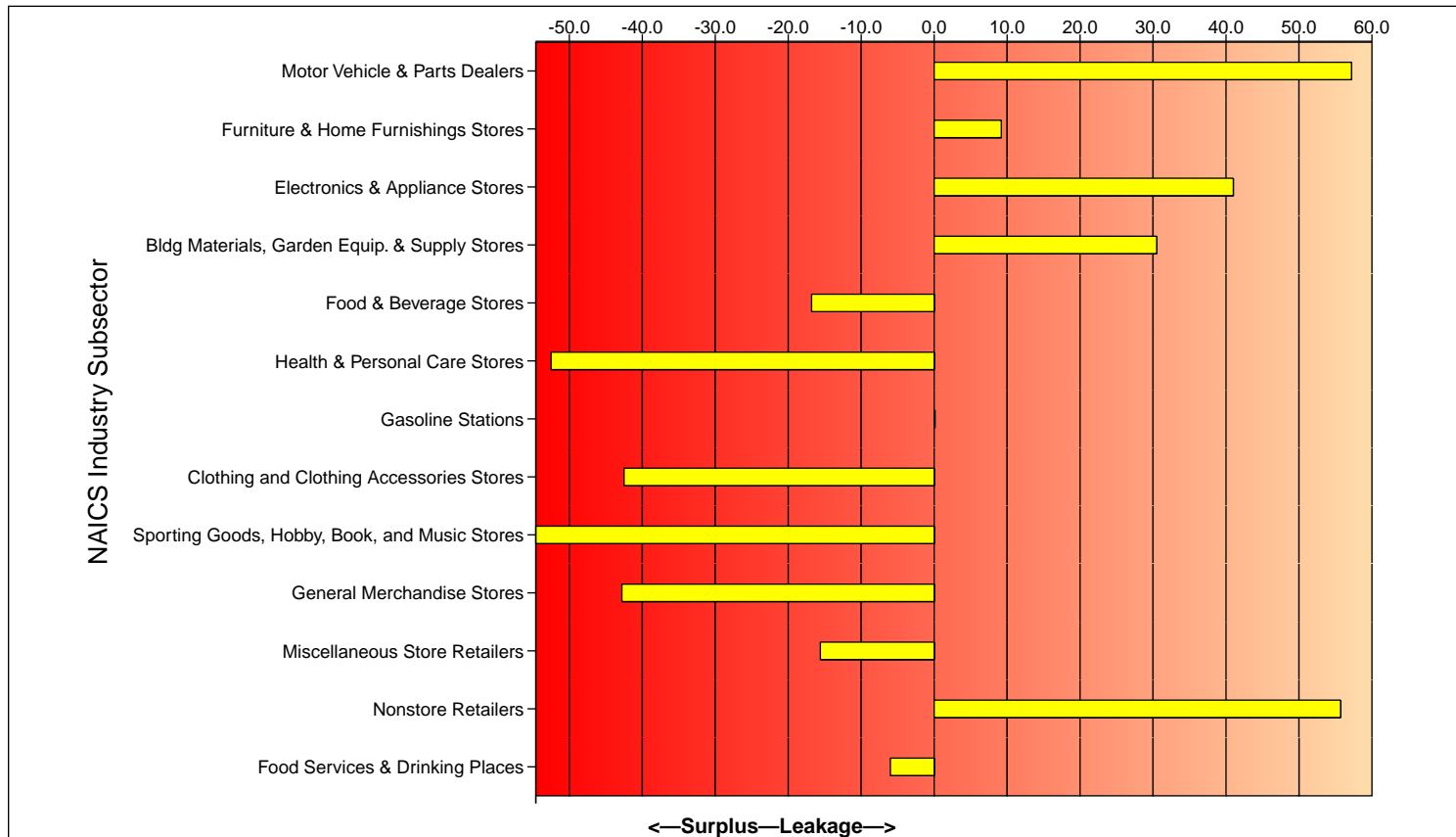
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General Merchandise Stores (NAICS 452)	\$78,566,319	\$195,914,240	\$-117,347,921	-42.8	13
Department Stores Excluding Leased Depts.(NAICS 4521)	\$22,821,627	\$76,125,369	\$-53,303,742	-53.9	7
Other General Merchandise Stores (NAICS 4529)	\$55,744,692	\$119,788,871	\$-64,044,179	-36.5	6
Miscellaneous Store Retailers (NAICS 453)	\$9,102,986	\$12,474,748	\$-3,371,762	-15.6	52
Florists (NAICS 4531)	\$845,578	\$687,238	\$158,340	10.3	6
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,471,868	\$3,516,080	\$-1,044,212	-17.4	13
Used Merchandise Stores (NAICS 4533)	\$271,864	\$741,148	\$-469,284	-46.3	4
Other Miscellaneous Store Retailers (NAICS 4539)	\$5,513,676	\$7,530,282	\$-2,016,606	-15.5	29
Nonstore Retailers (NAICS 454)	\$39,136,047	\$11,123,418	\$28,012,629	55.7	5
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$22,183,214	\$8,636,938	\$13,546,276	44.0	3
Vending Machine Operators (NAICS 4542)	\$2,410,156	\$425,977	\$1,984,179	70.0	1
Direct Selling Establishments (NAICS 4543)	\$14,542,677	\$2,060,503	\$12,482,174	75.2	1
Food Services & Drinking Places (NAICS 722)	\$87,388,143	\$98,579,093	\$-11,190,950	-6.0	118
Full-Service Restaurants (NAICS 7221)	\$35,230,446	\$32,323,121	\$2,907,325	4.3	61
Limited-Service Eating Places (NAICS 7222)	\$40,636,974	\$62,760,700	\$-22,123,726	-21.4	50
Special Food Services (NAICS 7223)	\$6,263,244	\$1,324,811	\$4,938,433	65.1	5
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$5,257,479	\$2,170,461	\$3,087,018	41.6	2

Leakage/Surplus Factor by Industry Subsector

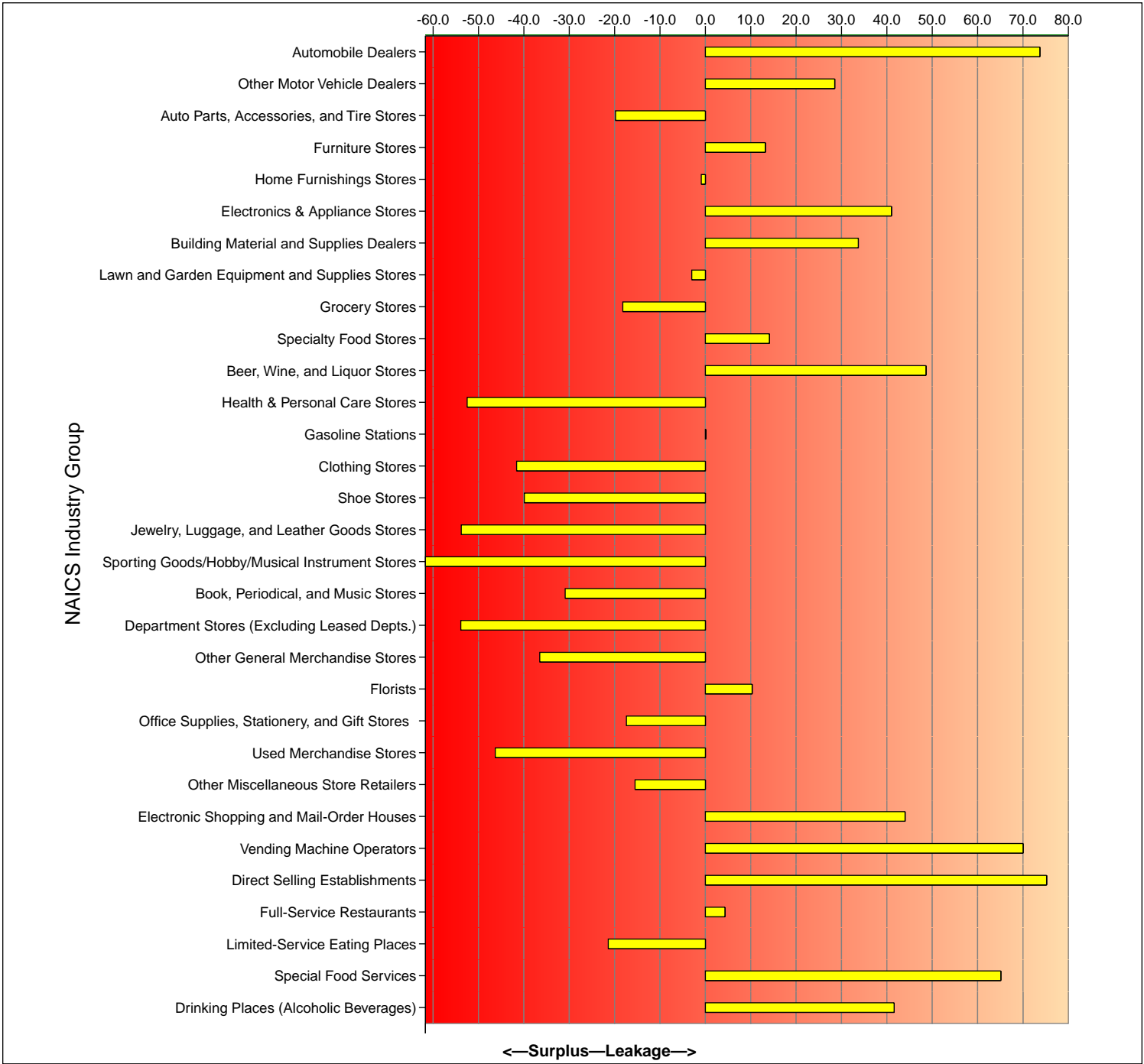


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